

DONALD R. ANTONELLI
DAVID T. TERRY
MELVIN KRAUS
WILLIAM I. SOLOMON*
GREGORY E. MONTONE
RONALD J. SHORE
DONALD E. STOUT
ALAN E. SCHIAVELLI
JAMES N. DRESSER
CARL I. BRUNDIDGE*
PAUL J. SKWIERAWSKI*

RANDALL S. SVIHLA
DAVID S. LEE*
ROBERT M. BAUER
DEMETRA J. MILLS
HUNG H. BUI*
GEORGE N. STEVENS*
FREDERICK D. BAILEY
NOEL B. WHITLEY*
DAVID C. OREN

*ADMITTED OTHER THAN VA

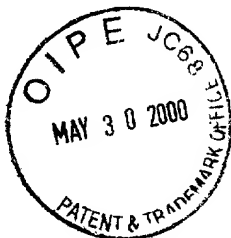
LAW OFFICES

ANTONELLI, TERRY, STOUT & KRAUS, LLP

STATE 1800 ANTONELLI

1300 NORTH SEVENTEENTH STREET
ARLINGTON, VIRGINIA 22209

May 30, 2000



OF COUNSEL
DALE C. HOGUE
HENRY M. ZYKORIE
PATENT AGENT
LARRY N. ANAGNOS

TELEPHONE
(703) 312-6600
FACSIMILE
(703) 312-6666

WRITER'S DIRECT EMAIL
rbauer@antonelli.com

Honorable Commissioner for Patents
Washington, D.C. 20231

Attorney Docket Number: 017.38081X00
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Sir:

Attached please find the application papers of **Toni KOPRA**, covering new and useful improvements in a **LOCATION AWARE PRODUCT PLACEMENT AND ADVERTISING** comprising:

Specification, (18) Claims, and Abstract of the Disclosure (37 pages)

(14) Sheets of Drawings Showing Figures 1-14

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Respectfully submitted,

ANTONELLI, TERRY, STOUT & KRAUS, LLP


Robert M. Bauer, Registration No. 34,487

DES:RMB:dmw

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors: Toni KOPRA

Invention: **LOCATION AWARE PRODUCT PLACEMENT
AND ADVERTISING**

Antonelli, Terry, Stout & Kraus
Suite 1800
1300 North Seventeenth Street
Arlington, Virginia 22209

SPECIFICATION

To all whom it may concern:

Be it known that I, Toni KOPRA, a citizen of
Finland, residing at Servin Maijan Tie 3 D 23, FIN-02150
Espoo, Finland, have invented certain new and useful
improvements in

LOCATION AWARE PRODUCT PLACEMENT AND ADVERTISING

of which the following is a specification.

LOCATION AWARE PRODUCT PLACEMENT AND ADVERTISING

CROSS-REFERENCE TO RELATED APPLICATIONS

5 This application is related to my U.S. Patent
Application entitled "Chat System for a Specific
Location" (Docket No. 017.38082X00); my U.S. Patent
Application entitled "Video Message Sending" (Docket No.
017.38080X00); and my U.S. Patent Application entitled
10 "Navigation Aware News Service" (Docket No.
017.38079X00), all of which are being filed on even date
herewith and all of which are hereby incorporated by
reference.

15 **BACKGROUND OF THE INVENTION**

FIELD OF THE INVENTION

20 The present invention relates to the field of
telecommunications. In particular, the present invention
relates to a technique for selectively providing product
placement and advertising to mobile terminals based on
the location of the mobile terminals.

DESCRIPTION OF THE RELATED ART

In product placements, a particular product is intentionally included in a movie or television program. In conventional advertising, an advertisement is widely distributed in order to be seen or heard by the general public. Such techniques are only modestly effective in building general brand awareness. It is more desirable to target advertisements to customers who are known to have the inclination or potential to immediately purchase or make further inquiry about the product.

With the widespread use of the Internet, banner ads have generally come into use on websites, but they are inefficient and not particularly cost effective. Consequently, advertisers have begun to utilize the Internet for targeted advertising products and services.

U.S. Patent No. 5,937,392 to Alberts, entitled "Banner Advertising Display System and Method With Frequency of Advertisement Control," has attempted to alleviate the untargeted advertising problem by specifically targeting advertisements to users from a particular geographic location, etc.

U.S. Patent No. 5,948,061, to Merriman et al, entitled "Method of Delivery, Targeting, and Measuring

Advertising Over Networks," discloses an arrangement for the targeting of the delivery of advertisements over the Internet based on the tracking of data with regard to individual users.

5 U.S. Patent No. 5,974,451, to Simmons, entitled "System and Method for Distributing Bulletins to External Computers Accessing Wide Area Computer Networks," targets advertising on the Internet based on a specific request for information from a user.

10 U.S. Patent No. 5,933,811, to Angles et al, entitled "System and Method for Delivering Customized Advertisements Within Interactive Communication Systems," delivers customized advertisements to users on the Internet based on consumer profiles of the users.

15 Lastly, U.S. Patent No. 5,999,912, to Wodarz et al., discloses a dynamic advertising scheduling, display and tracking arrangement for the Internet. In the disclosed arrangement, advertisements are added to a requested web page in accordance with advertisement tag characteristics
20 which include user based characteristics such as age, gender, language, etc., advertisement tag selection based on the time of day or number of times that the

advertisement has been selected during a specific time period, etc.

SUMMARY OF THE INVENTION

5 Recent improvements in technology have allowed the
widespread proliferation of higher speed Internet access,
such as 56K modems, Digital Subscriber Line (DSL) and
cable TV Internet connections, etc. These high speed
Internet connections can support video streaming - the
10 transmission of compressed video signals over the
Internet so as to produce picture and sound comparable to
that of a standard television receiver. Furthermore,
high speed data services to mobile terminals are
supported by advanced Third Generation (3G) Universal
15 Mobile Telecommunications System (UMTS) or Global System
for Mobile Communication/General Packet Radio Service
(GSM/GPRS) mobile networks.

One aspect of the present invention takes advantage
of these advancements by placing products as active
20 hypertext links in images and streaming Internet video so
that the viewer can click on the position of the product
in the image or video to link to information about the
product.

Another aspect of the present invention is that, when the user clicks on such a product placement in video (or other Internet advertisement with a active hypertext link), he is directed to a site where the product is represented and local resellers are listed for immediate purchase of the product. The hypertext link and site are instantly personalized according to the geographical location of the mobile terminal so that the user gets the representation of the product and information of the nearest reseller of the product. They also can be continuously updated as the location of the mobile terminal changes.

BRIEF DESCRIPTION OF THE DRAWINGS

The foregoing and a better understanding of the present invention will become more apparent from the following detailed description of example embodiments in the claims when read in connection with the accompanying drawings, all being part of the disclosure of this invention. While the foregoing and following written and illustrated disclosure focuses on disclosing example embodiments of the invention, it should be clearly understood that the same is by way of illustration and

example only and the invention is not limited thereto.
The spirit and scope of the present invention are limited
only by the terms of the appended claims.

Fig. 1 illustrates an example of the architecture of
an Internet system in which an embodiment of the present
invention can be practiced.

Figure 2 depicts a block diagram of digital services
being delivered to a viewer.

Figure 3 depicts a block diagram of the viewer's
connectivity and interaction with the provided
interactive services.

Figure 4 depicts a block diagram of the betting
provider architecture.

Figure 5 is a diagram depicting a possible
interactive display.

Figure 6 depicts an integrated display with a live
video feed and interactive content.

Figure 7 depicts a betting login page which includes
Login and Password fields for logging on to the
interactive service.

Figure 8 depicts a main betting page supplied by the
betting server 120 to the user at logon.

Figure 9 depicts a page showing the status of currently available betting opportunities.

Fig. 10 is an example of a method of operation of a server placing products in Internet video and/or selecting advertisements in accordance with the present invention.

Fig. 11 illustrates an example of a method of providing the user of a mobile terminal with location aware product placement and advertising.

Fig. 12 presents different functionalities of the system.

Figure 13 depicts a flowchart of the interactive betting process.

Figure 14 depicts a block diagram of a direct reception scenario.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

The numerous innovative teachings of the present application will be described with particular reference to the presently preferred embodiment. However, it should be understood that this class of embodiments provides only a few examples of the many advantageous uses of the innovative teachings herein. In general, statements made

in the specification of the present application do not necessarily delimit any of the various claimed inventions. Moreover, some statements may apply to some inventive features but not to others.

5 The presently preferred embodiment of the disclosed innovations is the simultaneous reception and display of a DVB-T signal and display of dynamic or static content on a television. The static content is like that of a wireless terminal, e.g., a mobile phone, a media phone, or an
10 electronic book.

 Various embodiments of the disclosed method and system will be described using interactive betting as an example of interactive content supplied to an end viewer. However, it should be noted that interactive betting is just one of
15 many services that can be provided with the disclosed embodiments.

 Fig. 1 illustrates an example of the architecture of an Internet system in which an embodiment of the present invention can be practiced.

20 A video signal received by TV signal receiver 140 is inputted into application server 130. As will be discussed in detail below, the application server 130 adds product placement and/or advertising to the video signal prior to forwarding it to the mobile terminals of

a plurality of users 153 via Internet 110. Although only the Internet is shown in Fig. 1, it is understood that a wireless communication network is present which provides communication services to the mobile terminals 153, including Internet access. Other service nodes like interactive provider server or betting provider server 120 can be connected to application server 130.

In the various disclosed embodiments, an interactive application, betting, for example, is facilitated.

Figure 1 depicts a block diagram of the creation, reception, and response to interactive services in the presently preferred embodiment. A television signal **140** is received, compressed, and converted for streaming onto the Internet **110**. Betting information is also created and streamed onto the Internet **110**. A mobile betting client **153** can display the television program **120** and the betting information simultaneously and a viewer can interactively select betting via the mobile betting client **153**. Finally, the mobile betting client **153** transmits information to the host facility **122** by connecting to a network **110** linked with the host facility **122**, for example, the Internet.

Alternatively, a host facility **122** can integrate data to be supplied to the viewer into the vertical blanking intervals of the television signal **140** and broadcast (or stream) the integrated signal. A mobile betting client **153** receives the broadcast integrated signal and separates the integrated signal into a television signal and the supplied dynamic or static data.

Digital broadcast technology allows for services that can present many-to-one, many-to-many, and one-to-one communication. DVB has defined delivery media for satellite services (DVB-S, direct-to-home viewing, cable (DVB-C) run in several countries, and terrestrial, or "over the air", (DVB-T) planned for 17 countries. Use of return channels enables digital receivers to provide a variety of services including Internet, television, and web content. Processing of the digital signal can be accomplished on a desktop or laptop computer.

Figure 2 depicts a block diagram of digital services being delivered to a viewer. The interfaces for the media can include, for example, GSM, GSM+, UMTS, ISDN,

PSTN, ATM, and others **202**. The protocol and interface enable a cluster of interconnected devices in the home, each receiving and processing digital broadcast services **204**. A set top box (STB) or integrated receiver-decoder (IRD), such as the d-box™ manufactured by Nokia, Inc., **206** integrates the services for viewing on a television **208**.

The television receiver that incorporates the invention should include a plug-in PIP module. Most receivers that incorporate PIP and other features also include a microprocessor control which, via a suitable control bus, periodically interrogates certain functional blocks and modules in the television receiver chassis to determine whether they are present and, if so, to control their operation. In the case of a PIP module, polling by the microprocessor indicates whether the module is present in the receiver. If it is, the microprocessor arranges to switch the composite video signals (from the tuner and external sources) through the PIP processor and then to the main video processor of the television receiver, in preference to the normal composite video

produced. Thus, the video processor of the television receiver has its inputs supplied from either the main chassis in the event there is no PIP module or from the PIP processing module.

5 A viewer watches a mobile betting client 153, for example, a digital television, which is able to act as an Internet browser. Commercial applications such as Inet solution enable television/browser functionality. A dial-up connection or other communications device, such
10 as a LAN connection, can provide Internet connectivity. Along with web browsing functions, the mobile betting client is equipped with streaming video and audio reception and display and secure connection capabilities.

Figure 3 depicts a block diagram of the connectivity
15 of the viewer and interaction with the provided interactive services. In the presently preferred embodiment, the mobile betting client 153 receives an integrated digital broadcast signal (DVB-T). Reception of the signal can be accomplished through various means. In the presently
20 preferred embodiment, the mobile betting client receives the signal over a GSM, GSM++, POTS, UMTS, or other type of connection 152. The mobile connection 152 is itself connected to a network such as an extranet, intranet, or

the Internet 110. Mobile connection to the network 116 may take place in a conventional manner over a modem pool 151 with user dial-in and authentication services 150.

Figure 4 depicts a block diagram of the betting provider architecture. In the presently preferred embodiment, the betting provider information is protected from network snooping by a security device such as a firewall 121. At least one betting provider server 122 resides behind the firewall. Software running on the server tracks viewers (bettors) in various competitions.

One task of the server 122 is to authenticate viewers. In the presently preferred embodiment, a user information (UI) database 430 is maintained. The UI database 430 stores usernames and associated passwords, user account information, user preferences, and other user specific information. In addition to tracking viewers, the server 122 receives and accepts bets that have been requested by the viewer to a betting server 120 running on the network side of the firewall 121 and connected to a network such as an extranet, intranet, or the Internet 110. This betting server 120 acts as an interface between interactive services viewers on the network and the actual betting provider.

The betting provider server 122 receives betting content (questions to the user) and the odds of the particular bets from a betting controller 440. The betting controller 440 is responsible for creating betting content, controlling the betting event, *i.e.*, opening and closing of betting, etc. Betting control software is used to enter and calculate betting content and odds and send them to the betting provider server 122. In the presently preferred embodiment, the betting provider server 122 stores the betting content and odds in a database (BCO) 410. The betting controller 440, via betting control software tracks, the results of the betting question and reports the results to the betting provider server 122.

The results of the bets are stored in a database (BR) 420. Once the results of a particular question are known and stored by the betting provider server 122, software on the server calculates payments to the bettors on the particular question. In the presently preferred embodiment, electronic accounts stored in the UI database 430 are used for tracking betting wins and losses. The results of the event and sub-events (betting questions) are reported to the betting server 120. The mobile betting client 153 can then receive the results from the betting

server 120.

Video and audio streaming of an on-going competition on which viewers may bet is accomplished, in the presently preferred embodiment, through use of a live video/audio streaming server (VAS) 130. The VAS is connected to a network such as an extranet, intranet, or the Internet 110. A live broadcast 140 of a competition is received through an RF receiver at the server. The audio and video components of the signal are separated and digitized. The digitized audio is then compressed using one of several digital compression schemes, for example, H.728, H.729, or GSM. Likewise the digitized video is compressed using a scheme such as MPEG, MVC, H.261, etc. The digitally compressed audio and video are packaged for network transfer e.g., TCP/IP, UDP. The packets are then broadcast to the network 110 controlled by a streaming/multicasting controller.

The mobile betting client 153 has PIP functionality. This functionality allows the viewer to simultaneously view two audio/video broadcasts in the display of the mobile betting client. The two broadcasts can be, for example, the live-feed of a competition in one picture and interactive betting possibilities in another.

Figure 5 is a diagram depicting a possible interactive display. Directions at the top of the display **500** inform the viewer of the status or title of the interactive activity, in this case, betting. For an application such as betting, a dialog-type box **510** is used to inform the viewer of the current question on which bets can be placed. In the context of an auto race, a question such as "Who will turn the fastest 13th lap" may be presented. A pull-down menu or radio button dialog box **520** may be presented depending on the type of question. In the above example, all of the drivers remaining in the race may be presented in a pull-down menu. Dialog boxes specific to wagering: stakes **530**; odds **540**; and payout **550**, may also be presented. A statement of account **560** with a betting services provider may also be presented. The account is dynamic throughout the competition, registering winnings and debits as each occurs. A response dialog **570** informing the user of bets being received and the current allowable wagers may also be provided. Such a response window is also dynamically updated as available bets are made or changed. In addition to the displays listed above, dialog boxes presenting last minute betting advice or information can also be displayed. Such advice can include, for

example, up to the minute status of race participants not currently being shown on the broadcast or the injury status of key players at an event. **Figure 6** depicts an integrated display with a live video feed and interactive content.

5 Figure 13 depicts a flowchart of the interactive betting process. First, a mobile betting client wishing to interactively bet connects to the betting provider (Step 1302). Once connected, a secure network connection, using, for example, encryption or secure sockets, is established
10 (Step 1304). Once a secure connection is established, an authentication process occurs, comparing user name and password entered by the client to entries in a database of user information (Step 1306). Once authenticated, the client can select the type of competition to bet on, for
15 example, auto racing, hockey, or football. (Step 1308). If live video and audio is available, the competition is displayed (Step 1310). The interactive betting opportunities currently available for the chosen competition are then displayed to the client (Step 1312).
20 The betting opportunities are dynamic and will be continuously updated. The client informs the betting provider of its desire to bet (Step 1314) and the stakes (Step 1316). The stakes can be variable amounts or limited

to selections presented in a choice menu. The betting selection and the stakes are sent to the betting provider across the secure connection (Step 1318). The betting provider verifies the entries made by the client (Step 1320). Further checks, including client payment history and credit reports can be included in this verification step (Step 1320). If any of the entries is invalid, a valid entry is requested (Step 1322). Entries can be invalid for several reasons, for example, incorrect selection, closing of the requested betting selection prior to the bet being received, or the client's inability to cover the stakes.

If the entries are valid, the betting provider informs the client of that the particular wager has been accepted (Step 1324). Different bets open and close during the course of the competition. Once the bet has been made and accepted, the client may continue to view the competition, personally monitoring the outcome of its wager and making other bets on the same competition (Step 132). The client may also choose a different competition to view and possibly bet on (Step 1328). If the client does not wish to view or bet on any other competitions, the connection

between the client and the betting provider is closed (Step 1330).

At some point after the close of a particular wager, the participants are informed of the result and appropriate adjustments to betting accounts are made. If the client is still connected to the betting provider when the results are known, the client can be informed of the results. Otherwise, the client can be informed of the status of any outstanding wagers the next time a connection to the betting provider is established.

In an alternative embodiment, a live broadcast 140 of a competition can be received directly by the mobile betting client 153. Figure 14 depicts a block diagram of a direct reception scenario. The mobile betting client 153 can, of course, be at the viewer's home or at another viewing location. The broadcast 140 is displayed in a monitor 1402. Additionally, an Internet browser can be connected to the monitor 1402 or, alternatively, to a separate display 804 in order to interface with the betting server 120 through a switching network 114 and an Internet service provider (ISP) 1406. The PIP property of the monitor can be used if the browser and the broadcast 140 are shown in the same monitor.

In another alternative embodiment, a DVB signal with the live broadcast 140 and betting information from the betting server 120 can be integrated into a digital broadcast.

5 Figure 7 depicts a betting login page which includes Login and Password fields for logging on to the interactive service. The connection can be established over the Internet using a Virtual Private Network (VPN) tunnel and Secure Sockets Layer (SSL) connection. Once a secure
10 connection is established, an authentication process occurs in which the users enters his user name and password in separate fields. If the incorrect user name and password are entered, the login screen is again displayed. No assumption is made that the mobile betting client has a
15 keyboard or a mouse. However, the user can edit text with a delete key and navigate with arrow keys or other cursor control in both the horizontal and vertical planes. In order to participate in the service, the user will need to register with the betting provider server 122. New users
20 will need to register. Registration information includes information about the device the user is connecting with, the bandwidth of the connection, and the style sheet (or skin) the user prefers. New user generally are kept from

participating in the service until an active betting supervisor or administrator enables the user logon.

Logging on allows users of the service to make bets and watch both live and on-demand streaming broadcasts.

5 Figure 8 depicts a main betting page supplied by the betting server 120 to the user at logon. Information such as the current time, last use, and account balance information is displayed. Information such as the number of other users currently participating can also be
10 displayed. Users can navigate from the main betting page to other pages by navigating with the arrow or cursor control keys.

After the log-in process, the only chance to navigate is downward to reach "lower" folderleaves. Thereafter, the
15 user can navigate up or down in the levels to choose the service. In a preferred embodiment of the invention, there are four main services which can be on different pages or vertically positioned in the display screen. The main page is for betting actions and watching video transmissions.
20 There may also be a news service providing various short messages concerning the games. A settings page allows a user to change their personal settings.

Figure 9 depicts a page showing the status of currently available betting opportunities. The betting window, that is the times during which placed bets will be valid is also displayed. The page functionality is shown as visual or graphical illustrations. The page can contain and present betting information in many different forms, for example, warning lights. The page depicted in Figure 9 has blinking lights in the form of traffic lights 900. The traffic lights are designed to provide advanced notification to the user of situations in the betting window. For example, one situation would be the amount of time left in the betting window. For another example, a change in the betting information which could affect the choice of bets placed. In the presently preferred embodiment, the traffic lights use color to indicate the importance or immediacy of particular information: e.g., red, orange and green.

Fig. 10 illustrates an example of the operation of the application server 130 in an embodiment of the present invention.

After the video signal is received in Step 1010, the application server 130 changes the video signal for embedding (Step 1020). If the video signal is in analog form, the application server 130 needs a tuner and other

circuitry to change the video signal into a preferred digital format. Application server 130 edits the video signal to embed product placements in active hypertext links and/or advertisements, such as banner ads, to the mobile terminals 153 via Internet 110 (Step 1030). (It should be understood that while this example embodiment refers to a video signal, application server 130 can also provide a web site with static or animated images having product placements in active hypertext links and/or advertisements, such as banner ads.)

The video signal may be edited with the aid of a contents scanner and/or video analysis engines for recognizing specific video images and/or may use other data recognition techniques, if available. The actual choice of the configuration of the contents scanner and/or video analysis engines would of course depend upon the content and format of the video signal. In view of the fact that video signal scanners and analysis engines are commercially available products (for example, the products of Excalibur Technologies, Mediasite and Virage), a detailed description of the configuration thereof has been omitted for the sake of brevity. The video signal output by application server 130 is thus tagged or marked with a markup language, such as hypertext markup language (HTML), or contains some other meta data to reveal the product placement and content link of the video signal.

In addition to or alternatively to the product

placement in the video signal, a banner ad can be generated based on the location data corresponding to the user's mobile terminal. A banner ad generator (not shown) in application server 130 receives the location signal derived for a mobile terminal 153 in a manner such as that described below and generates localized banner ads in real-time for that location from an information database. For example, it can maintain a list of auto dealerships and their respective locations, and then provide a banner ad for the closest dealerships.

Alternatively, the banner ad generator may include a list of banner ads stored therein along with a corresponding list of locations related to each banner ad so that it need not actually generate the banner ads. Instead, it provides the banner ads or information already stored therein. The appropriate banner ad is queried from a database and retrieved from a file system. Instead of using a single database, application server 130 can use XML (extensible markup language) and XSL (extensible style language), for example, which each separate content and layout from each other.

For example, if the user of a mobile terminal in Arlington, VA clicks on a banner ad for a particular automobile model or clicks on an active hypertext link associated with such an automobile in a streaming video signal, the banner ad generator selects the banner ad from among the list of banners that is associated with Alexandria, VA. A banner ad can be added to the

streaming video signal or the streaming video signal can be stopped in order to view an advertisement.

Another example is, if F1 driver Mika Häkkinen is shown in the display driving with his car advertising West the user can select that ad and get information about West. Also the betting service can utilize this system. To the user the F1 car is shown which you have bet. Then the client sees the advertisement of the car he has bet. Therefore the betting can be done in a more personalized way of service. The application server selects the video it will send based on the bets of different cars/drivers.

The web server receives an automatically generated HTML (hyper text markup language) file from the banner ad generator (which may be implemented with Java Servlets or ASP (active server page) or other service side technology in which the customized banner ad has been embedded (Step 1040). The customized banner ad is thus ready to be sent over Hypertext Transfer Protocol (HTTP) upon request from any one of mobile terminals 153 (Step 1050).

Alternatively, some type of push technology, e.g., RMI (java remote method invocation), receiver applet, live connection and java script, can be used so that the client gets the right banner ad immediately after the location information of the mobile terminal is received.

Fig. 11 illustrates a method of providing the user of a mobile terminal with location aware product placement and advertising as experienced from the mobile

terminal. The method starts with the user viewing the mobile terminal having a video (or other image or animation) including a product placement with an active hypertext link, either with or without a banner ad (Step 1110).

In Step 1120, the user clicks on the product placement or on a banner ad that has been tagged, e.g., with a markup language or some other meta data.

Once that happens, the mobile terminal (or another element in the mobile communications network in which the mobile terminal is located) is put into contact with application server 130 (Step 1130). The mobile terminal (or other locationing element in the mobile communications network) provides location information informing the server of the location of the mobile terminal (Step 1140).

In step 1150, the banner and location information are combined in application server 130 to determine a match. That is, is there a suitable banner ad to be embedded in an html page to provide location sensitive information to mobile terminal 153.

If there is a match determined in Step 1150, the method proceeds to Step 1160 in which the relevant advertising page or banner corresponding to the extracted content data is selected or generated.

In Step 1170, the selected or generated banner ad is combined with the video or website to thereby provide the targeted information on the nearest reseller to the

mobile terminal. The reseller information can be handled by application server 130 or it can be forwarded to the appropriate links. The reseller information may include, for example, the nearest shop selling products under the selected banner, a map of the area surrounding the shop, special offers of the reseller, hours of operation, availability of product, and an indication of all products under the banner. In this way, the user viewing streaming video on his or her mobile terminal receives relevant advertising directly related to the location of the mobile terminal.

While any locationing method may be used with this invention, a preferred embodiment uses a 3rd generation Mobile IP Telephony network as shown in Fig. 12. The blocks in Fig. 12 represent different functionalities and do not necessarily correspond to different discrete network elements.

The location services are supported by elements throughout the network. Some services are embedded in conventional network elements, such as the Radio Network Controller (RNC), Mobile Services Switching Center (MSC) and Service GPRS Support Node (SGSN). In addition, some new network elements and interfaces are provided to support location services.

One new functionality element in the network is the Location Measurement Unit (LMU), which may or may not be integrated with one of Base Station Subsystems (BSS) in Node B 1200 to Node B 1210. The LMU primarily measures

the Real Time Differences (RTD), Absolute Time Difference (ATD), or any other kind of radio interface timing of the signals transmitted by the base stations. These assistance measurements obtained by the LMU are generic status information and can be used by more than one positioning method. The measurements may consist of location measurements specific to one mobile used to compute the location of that mobile or assistance measurements specific to all mobiles in a certain geographic area.

All location, timing difference and assistance measurements obtained by an LMU are supplied to a particular Serving RNC 1220 (SRNC) associated with the base station having the LMU functionality. Instructions concerning the timing, the nature and any periodicity of those measurements are either provided by the SRNC 1220 or are pre-administered in the base station.

In GSM location services, the LMU is a separate element from the GSM network. The communication between the GSM network and LMU is done through GSM air-interface. In the Universal Mobile Telecommunication System (UMTS) location services, the LMU functionality is integrated into the base station, preferably without technical restrictions, at least when an Idle Slot Forward Link - Time Difference of Arrival (ISFL-TDOA) method is used.

The Mobile Terminal (MT) may be involved in various levels in the positioning procedures depending on

the positioning method employed. In addition, the role of MT 153 is closely related to the positioning approach used in the system. For example, the functionality of MT 153 may or may not encompass location calculation.

5 Preferably, it can initiate a location service by making a request to the network for positioning (network assisted positioning). If it supports the use of Idle Slot Downlink (IS-DL) sets, then it also performs the following functions:

- 10 1) measures and stores the signal during idle periods;
- 2) correlates with different BCH codes between the idle periods;
- 3) determines the arrival time of the first
15 detectable path, both for the serving Base Station Subsystem (BSS) and other BSSs that it detects;
- 4) determines when the idle period occurs; and
- 5) reports the results back to the network.

Each Node-B is able to shut down transmission during
20 the idle period. This function can be predefined in Node B or can be controlled by RNC. Each Node-B also can handle the functionality of the LMU including the functionality of the Positioning Signal Measurement Function (PSMF) and Location System Operation Function
25 (LSOF). Thus, it is responsible for gathering uplink/downlink radio signal measurements for calculation of a mobile's position. It is also involved in overall operating of location services in the network.

The SRNC 402 in the Universal Terrestrial Radio Access Network (UTRAN) contains functionality required to support location services and procedures between the LMU and location service entities in one Public Land Mobile Network (PLMN). It preferably controls the TDOA IS-DL procedures periodically or according to predetermined parameters, handles each Node-B's power ceasing period and performs the Location System Operation Function (LSOF), Positioning Radio Coordination Function (PRCF), Power Calculation Function (PCF), and Positioning Radio Resource Management (PRRM) entities. This includes provisioning of data, positioning capabilities, location services operation, location calculation, gathering uplink or downlink radio signal measurements for mobile position calculation, managing the positioning of a mobile through overall coordination, reservation and scheduling of resources (including Forward Access Channel/Random Access Channel (FACH/RACH) or Dedicated Channel (DCH)) required to perform positioning measurements of a mobile terminal 153, and controlling the location services radio accesses. SRNC 1220 also calculates the final location estimate and accuracy.

The SRNC 1220 controls a number of LMUs for the purpose of obtaining radio interface measurements to locate or help locate MT 153 in the area that it serves. The SRNC 1220 is administered with capabilities and types of measurements produced by each of its LMUs. The location measurements returned by an LMU to an SRNC 1220

have a generic status and can be used for more than one positioning method (including Time of Arrival (TOA)).

5 Signaling between an SRNC 1220 and LMU is transferred via the Iub interface, and in some specific periods, via Iur interfaces. The Iur interface supports inter-RNC soft handovers, including location services. Whenever an inter-RNC soft handover occurs Iur supports the functionality of the positioning entities in RNCS, including PCF, PRRM, Positioning Signal Measurement
10 Function (PSMF) and LSOF. In case of SRNC relocation, Iur supports the relocation mechanisms to transfer the PCF, PRRM, PSMF and LSOF functionality from SRNC to Drift RNC (DRNC) in order for DRNCs to be able to handle the responsibility of SRNC in location service processes.

15 UTRAN 1230 is involved in the handling of various positioning procedures and RAN level overall controlling of location services. It controls an Idle Slot Downlink (IS-DL) method and manages overall coordination and scheduling of resources required to perform positioning
20 of the mobile. In a networkbased positioning approach, UTRAN 1230 calculates the final "location es-timate and accuracy and controls a number of LMU/Node B 1200 to 1210 for the purpose of obtaining radio interface measurements to locate or help locate mobile terminal 153 in the
25 serving area.

 Generally, UTRAN 1230 provides Cell-id and, timing related data to 3G-MSC 1240. The 3G-MSC 1240 is similar to the MSC in a GSM,network, but the Serving Mobile

Location Center (SMLC) functionality may be integrated into SRNC 1120. The functions of 3G-MSC 1240 are billing, coordination, location requests, authorizations of mobile terminals and managing call-related and non-call related positioning requests and operations of the location services.

Since SGSN 1250 has independent mobility management, UT 1230 instead provides Cell-id to SGSN 1250. The location services parameters are included in the Iu interface between RNCs 1220 and 3G-MSC 1240 and SGSN 1250. The SGSN is similar to the MSC. The functions of the SGSN are charging, coordination, authorizations of mobile terminals and managing positioning requests and operations of the location services as far as the packet switch accesses are concerned. If the mobile stations support both network-based and mobile-based positioning, the RNC 1220 calculates the position of the mobile when a mobile-based positioning is applied by gathering uplink/downlink (UL/DL) radio signal measurements. The RNC 1220 sends the location information to the UE or to the SGSN. If the SGSN receives the location information, it sends the location information to the CSCF, to the PSAP, or to the GMLC.

The Iu interface transforms coordinate estimates of MT 153 over Radio Access Network Application Part (RANAP) protocol from RNC 1230 to 3G-MSC 1240 and SGSN 1250 and MT 153 positioning related NAS messages, including paging, authentication, etc. messages over RANAP

protocol. The interface also maps the location service Quality of Service (QoS) attributes and handles states information between UTRAN 1230 and 3G-MSC 1240.

In a situation where the Mobile Terminal is
5 connected to an external server via IP, the server might want to locate the Mobile Terminal. If the Mobile Terminal is using dynamic IP addressing, the address has to be translated to an understandable address or location request has to be processed otherwise.

10 The external server could request the GGSN to provide the identity behind the given dynamic IP address. The GGSN can map the dynamic TP address to a MSISDN number, which is used by the external server to locate the Mobile Terminal via normal positioning methods.
15 Alternatively, an IP port number can be reserved for allocation request use in the Mobile Terminal. The external application can then use the dynamic IP address and known (standardized) port number to deliver a positioning request to the Mobile Terminal. The Mobile
20 Terminal then requests its own position via normal positioning procedures, and delivers the result to the external terminal.

Another entirely new functional block is the Gateway Mobile Location Center (GMLC) 1260, which acts as a
25 gateway between Location Service (LCS) clients and the network. GMLC 1260 receives and handles service requests for location information for an indicated mobile phone from external clients, activates the location systems, if

needed, and returns the result to the client. GMLC 1260 may request routing information from HLR 1270 or SGSN 1240. After performing registration authorization, it sends a positioning request to and receives final location estimates from 3G-MSC 1250 and SGSN 1240.

Home Location Register 1270 contains location services subscription data and routing information concerning subscriber calls. HLR 1270 is accessible from GMLC 1260 via a Mobile Application Part (MAP) interface.

The external location services client 1280 may be any sort of service application offered by a service provider or content provider. Client 1280 is closely related to the variety of available services. Sometime the Mobile Terminal 153 or a service application in the Mobile Terminal 153 is the client.

In addition to changes in the main interfaces (i.e., Uu, Iub, Iur and Iu) of the network, there are also some interfaces defined to support location services. The Le interface between GMLC 1260 and external location services client 1280 provides the reference point for transforming information transferred between GMLC 1260 and external location services client 1280. This information includes the positioning request and the final result of the positioning process.

The Lh interface passes routing information from HLR 1270 to GMLC 1260 and supports any mobility management related database in HLR 1270. It can also be used by GMLC 1260 to request the address of a visited MSC or SGSN

for a particular mobile terminal whose location has been requested. It is preferably a type of MAP interface and may be implemented over a SS7 signaling network or possibly over IP protocol (MAP over IP). The Lg
5 interface allows 3G-MSC 1250 to access GMLC 1260 (Home PLMN or Visited PLMN). The interface transforms subscriber information needed, for example, for authorization and positioning access routing. It can be used by GMLC 1260 to convey a location request to the MSC
10 or SGSN currently serving a particular Mobile Terminal whose location was requested or by an MSC or SGSN to return location results to GMLC 1260. It is preferably a type of MAP interface and may be implemented over a SS7 signaling network or possibly over IP protocol (MAP over
15 IP).

The Lg' interface allows SGSN 1240 to access GMLC 1260 (Home PLMN or Visited PLMN). It may be identical to the Lg interface, but is labeled differently in Fig. 4 to show that it may also be different. The interface
20 transforms subscriber information needed, for example, for authorization and positioning access routing. It is preferably a type of MAP interface and may be implemented over a SS7 signaling network or possibly over IP protocol (MAP over IP).

25 Preferably, the MAP interfaces are as similar as possible to the MAP interfaces defined for location services in the GSM network. Because there is no Serving MLC (SMLC) in UMTS, the MAP interface between SMLC and

VMSC is not needed. The locations services for GSM do not yet include GPRS, so the GPRS part of the UMTS, network is added to the MAP signaling. It is feasible to use the same MAP interface between GMLC and SGSN, than
5 between GMLC and 3G-MSC.

While there has been illustrated and described what are considered to be examples of embodiments of the present invention, it will be understood by those skilled in the art that various changes and modifications may be
10 made, and equivalents may be substituted for elements thereof without departing from the true scope of the present invention. Furthermore, many modifications may be made to adapt a particular situation to the teachings of the present invention without departing from the
15 central scope of the present invention. Therefore, it is intended that the present invention not be limited to the particular embodiments disclosed rather that the present invention includes all embodiments falling within the scope of the appended claims.

IN THE CLAIMS:

1 1. A product placement and advertising method for
2 a mobile terminal comprising the steps of:

3 providing a video signal which includes a product
4 placement having an active hypertext link or which is
5 accompanied by a linked advertisement;

6 determining if the user of the mobile terminal
7 clicks on the product placement or linked advertisement;

8 if it has been determined that the user clicked on
9 the product placement or advertisement, providing the
10 location information of the mobile terminal;

11 determining if the location information matches
12 stored advertising information; and

13 if it is determined that the location information
14 matches stored advertising information, generating a
15 location specific advertisement corresponding to the
16 advertising information in order to forward it to the
17 mobile terminal.

1 2. The method of claim 1, wherein the video signal
2 comprises a video signal on the Internet.

1 3. The method of claim 2, wherein the video signal
2 comprises a video signal requested by the client from an
3 Internet server and the server forwards the requested
4 video signal and product placement or linking
5 advertisement to the mobile terminal via the Internet.

1 4. The method of claim 1, wherein said steps are
2 performed by software.

1 5. The method of claim 2, wherein said steps are
2 performed by software.

1 6. The method of claim 3, wherein said steps are
2 performed by software.

1 7. A product placement and advertising system
2 comprising:

3 a mobile terminal configured to receive a video
4 signal comprising at least one of a product placement
5 having an active hypertext link and a linking
6 advertisement;

7 a first determining means for determining if the
8 user of the mobile terminal clicked on the product
9 placement or linking advertisement and if so, recognizing
10 the product placement or linking advertisement;

11 a means for extracting information indicating the
12 location of the mobile terminal if it has been determined
13 by said first determining means that the user clicked on
14 the product placement or linking advertisement;

15 a second determining means for determining if the
16 extracted location information matches stored advertising
17 content; and

18 a means for generating an advertisement
19 corresponding to the stored advertising content in order

20 to forward it to the mobile terminal if it has been
21 determined by said second determining means that the
22 extracted location information matches stored advertising
23 content.

1 8. The system of claim 7, wherein the video signal
2 comprises a video signal on the Internet.

1 9. The system of claim 8, wherein the video signal
2 comprises a video signal requested by the client from an
3 Internet server and the server forwards the requested
4 video signal to the client via the Internet.

1 10. The system of claim 7, wherein the location
2 information is obtained by a mobile communications
3 network in which the mobile terminal is located.

1 11. A computer program embodied in a tangible
2 medium for product placement and advertising, the program
3 comprising instructions which, when executed, carries out
4 a method comprising the steps of:

5 providing a video signal which includes a product
6 placement having an active hypertext link or which is
7 accompanied by a linked advertisement;

8 determining if the user of the mobile terminal
9 clicks on the product placement or linked advertisement;

10 if it has been determined that the user clicked on
11 the product placement or advertisement, providing the
12 location information of the mobile terminal;

13 determining if the location information matches
14 stored advertising information; and

15 if it is determined that the location information
16 matches stored advertising information, generating a
17 location specific advertisement corresponding to the
18 advertising information in order to forward it to the
19 mobile terminal.

1 12. The program of claim 11, wherein the video
2 signal comprises a video signal on the Internet.

1 13. The program of claim 12, wherein the video
2 signal comprises a video signal requested by the mobile
3 terminal from an Internet server and the server forwards
4 the requested video signal to the client via the
5 Internet.

1 14. A system for interactive services comprising:
2 a client connected to receive and respond to signals
3 based on interactive content over a communications
4 channel;

5 an interactive provider server connected to receive
6 said client responses and respond to said client;

7 an interface page for providing information
8 pertinent to said interactive content to said client;

9 wherein said page can be configured by said client
10 to display said pertinent information according to
11 preferences of said client and the interactive content is
12 tailored to the transmission and reception capabilities
13 of said client.

1 15. The service of claim 14, wherein said
2 interactive content to said client includes information
3 about the ad the bet target advertises.

1 16. The service of claim 14, wherein the
2 application server communicating with the interactive
3 provider server selects the video based on the selected
4 service by the client.

1 17. The service of claim 17, wherein the selected
2 service is betting service.

1 18. The service of claim 18, wherein the client
2 sees the advertisement of the car she/he has bet.

ABSTRACT OF THE DISCLOSURE

A product placement and advertising method utilizes a video signal having a product placement with an active hypertext link and/or a linking advertisement. If the user of a mobile terminal receiving the video signal clicks on the product placement or linking advertisement, the server obtains the location of the mobile terminal and generates or selects an advertisement which is related to the location.

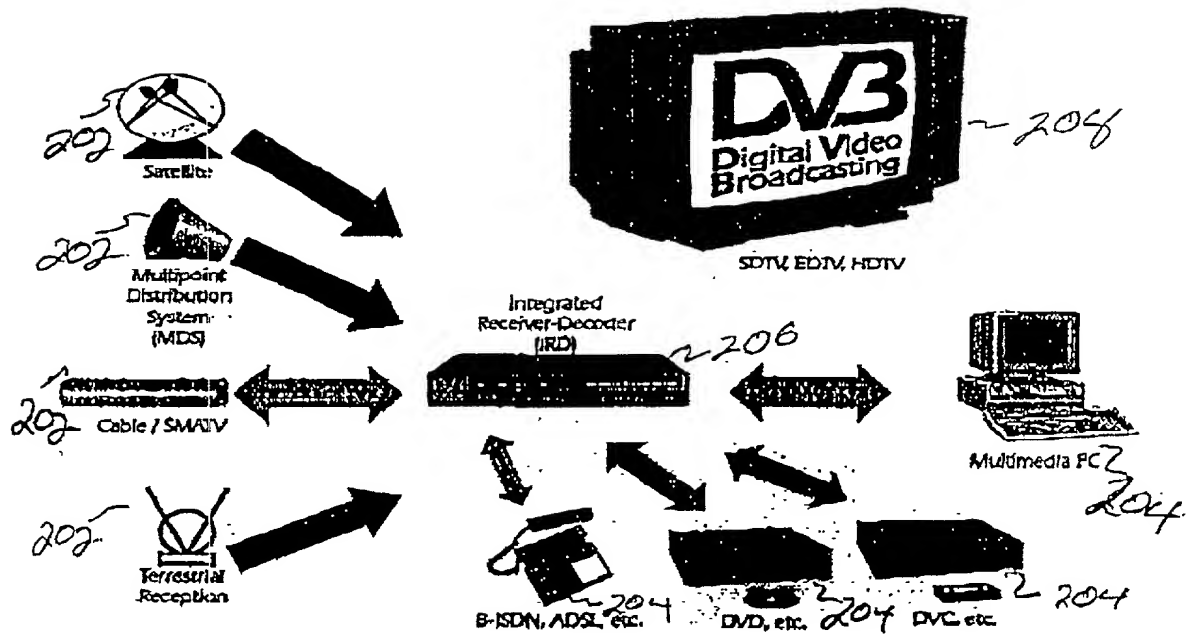


Figure 2

Digital TV
Broadcast™

Mobile Betting client

GSM, GSM++
POTS, UMTS
Network

Figure

3

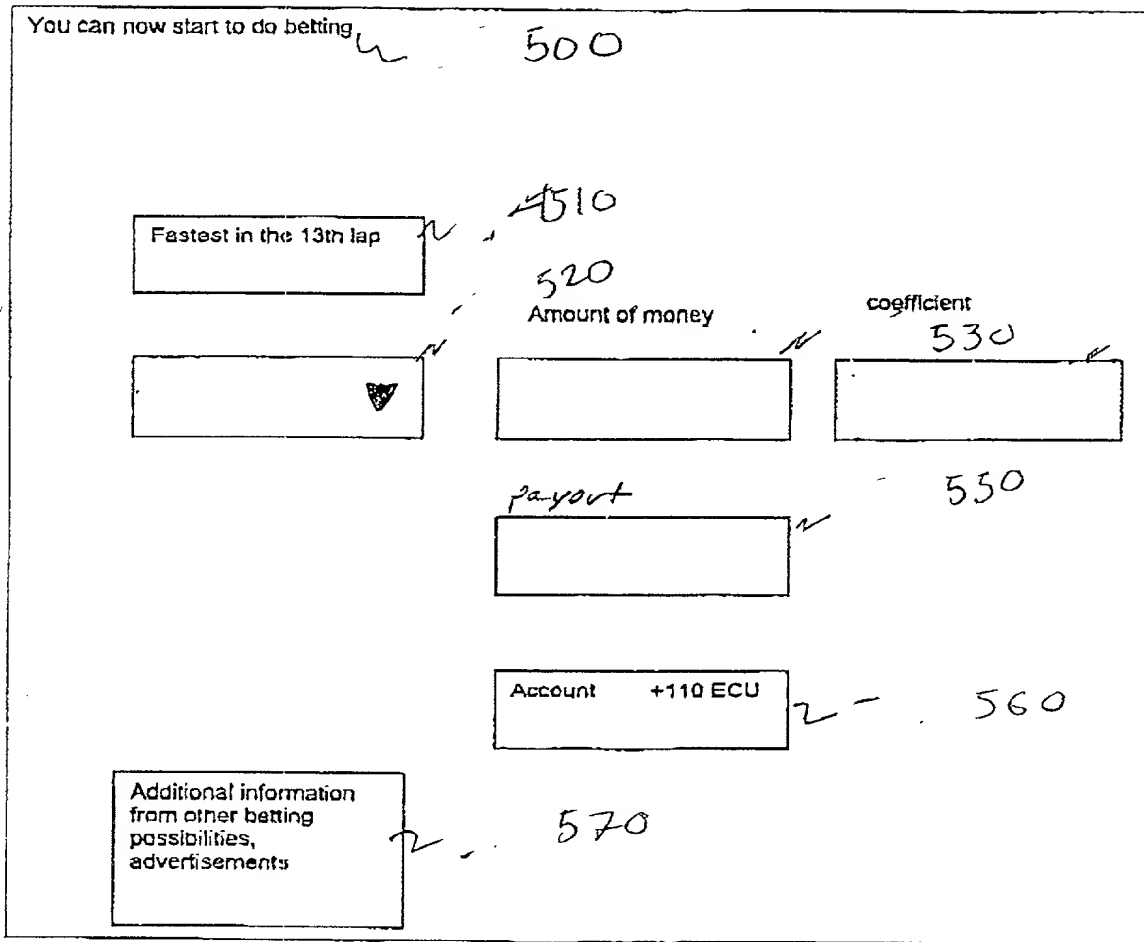


Figure 5.

ActiveBetting login - Microsoft Internet Explorer

http://www.activebetting.com/

3D

Username

Password

Login

Reset

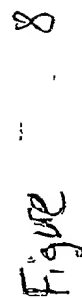
[Forgot your password?](#)

In order to enter ActiveBetting web site, You must have Username and Password by activebetting.com.

If You are encountering problems logging in or You want to have an new account, contact our ActiveBetting administrator.

Figure 7

10.1016/j.jmb.2006.06.001



900

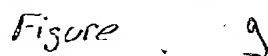


Figure 9

SERVER

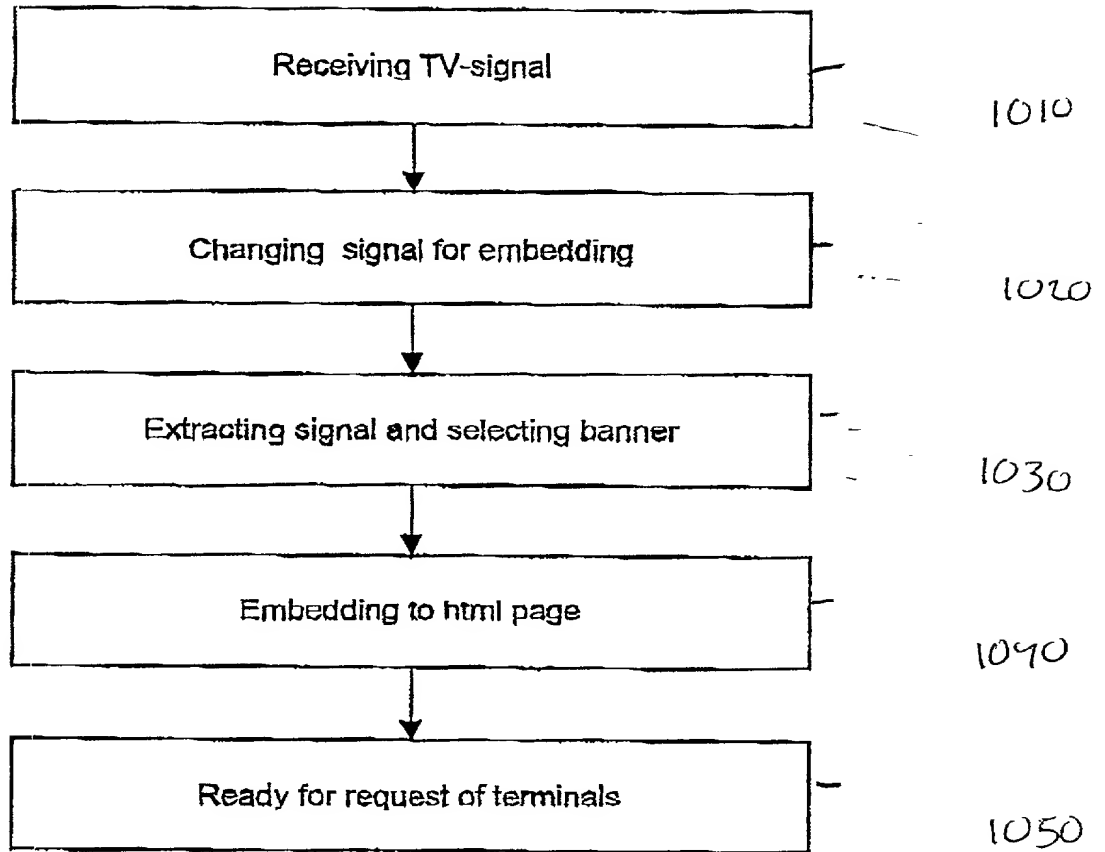


Fig 10

USER OR TERMINAL

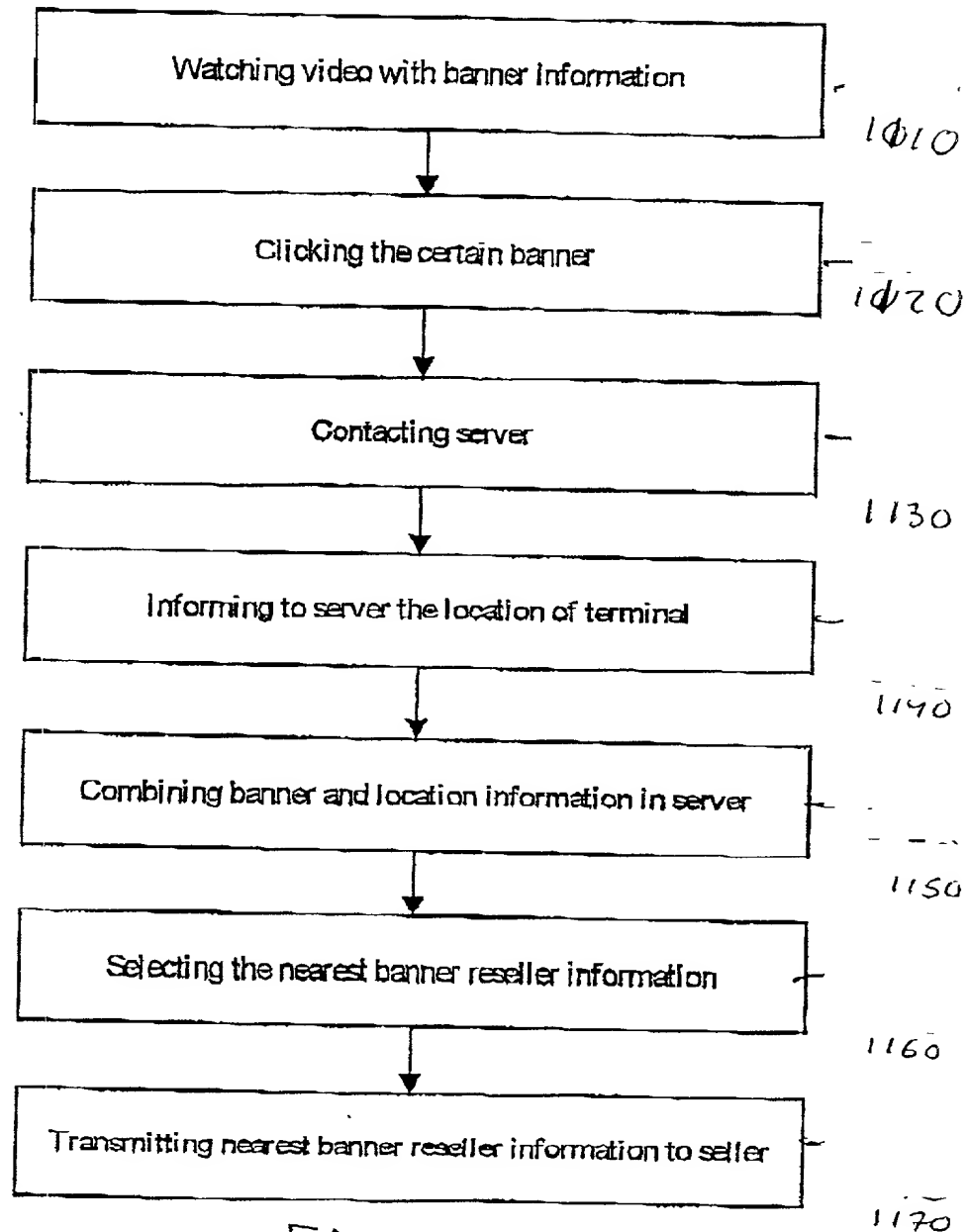
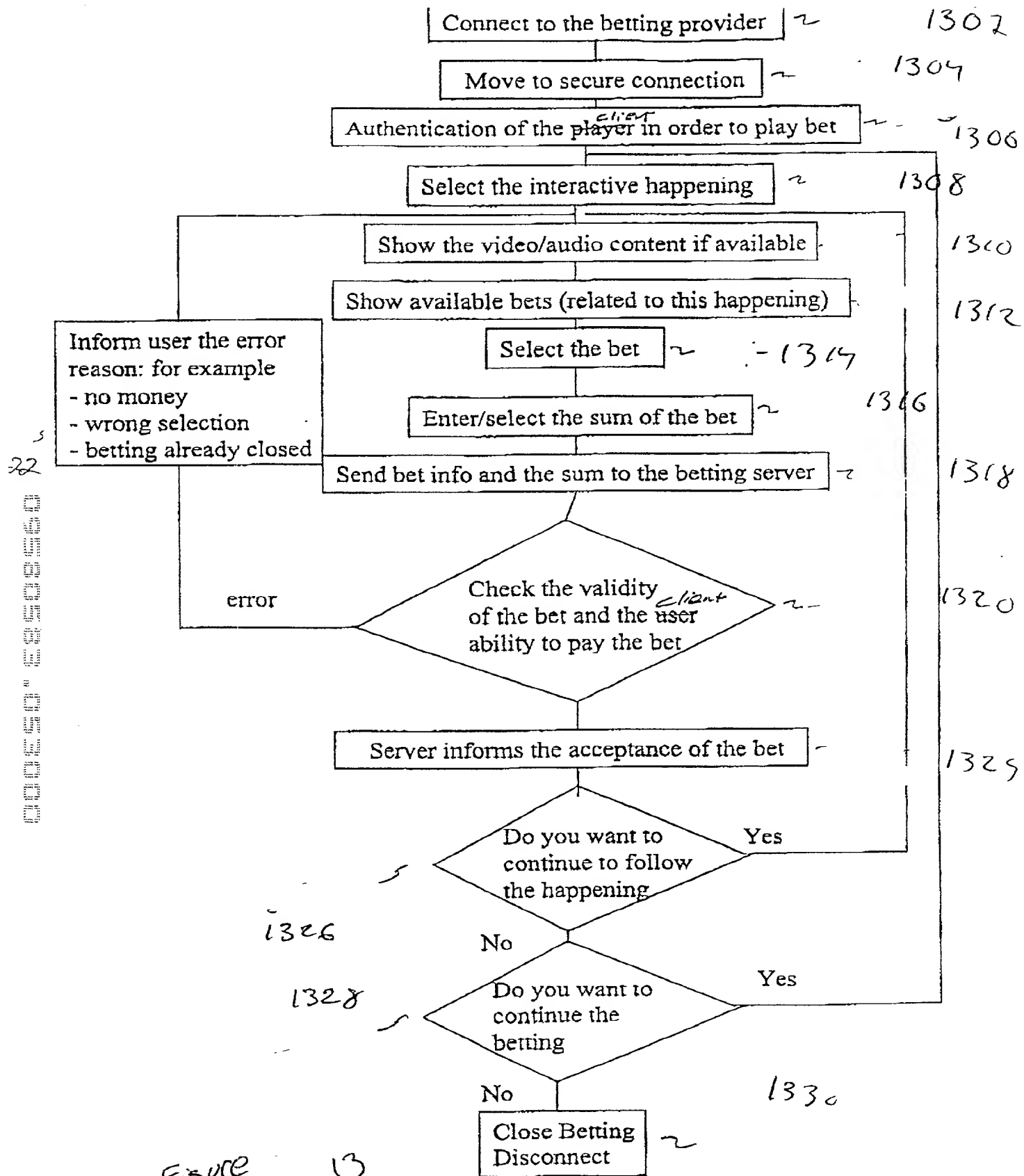
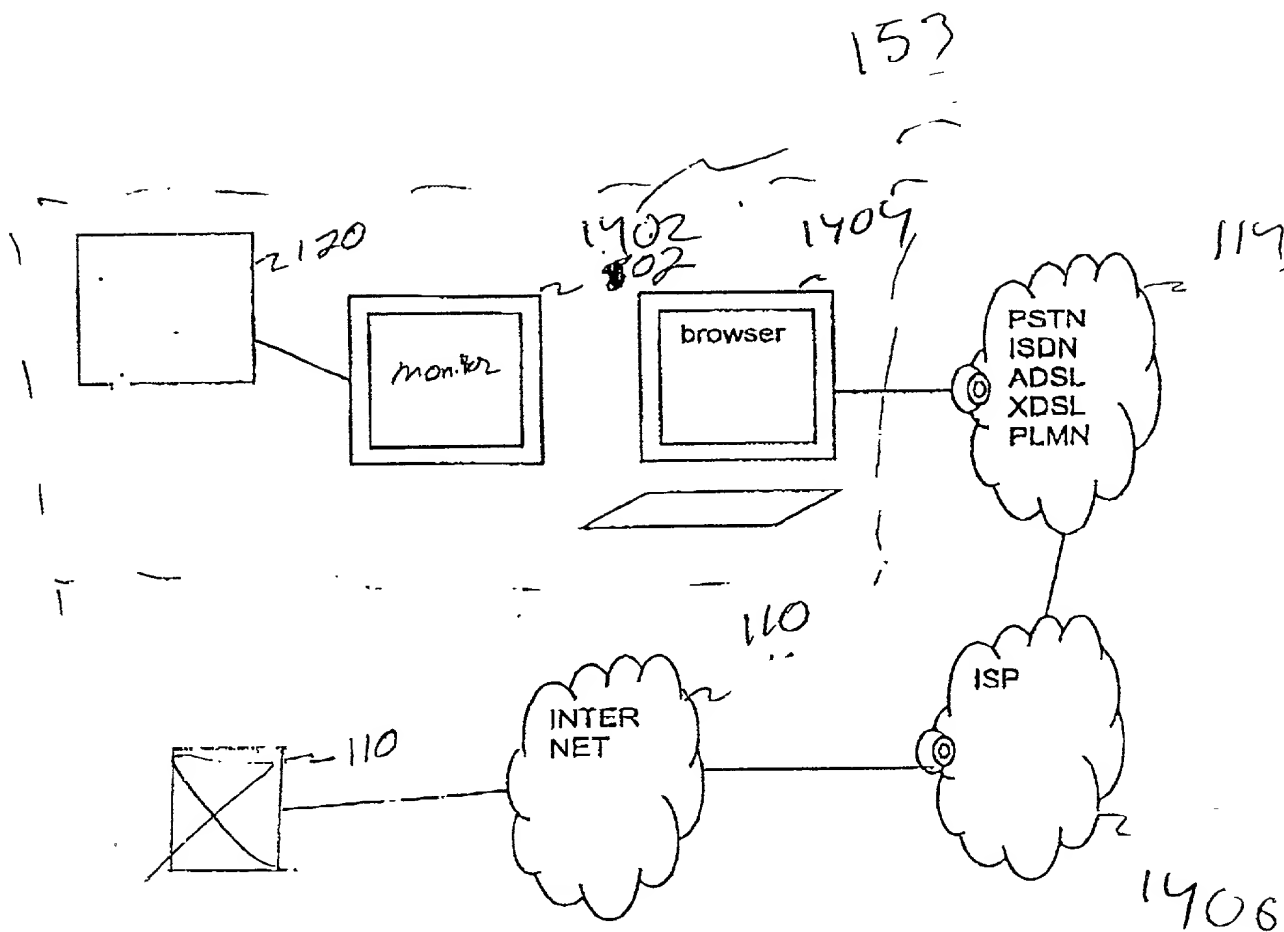


Fig. 11



Figure

13



Figure